

IN THE CLAIMS:

Kindly amend the claims as follows:

Cancel claims 39-42 without prejudice.

43. An article of manufacture comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to receive a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;

computer readable program code means for causing the computer to identify the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and

computer readable program code means for causing the computer to compare the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.

44. An article of manufacture comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to generate an index of decentralized content having a record for each of at least one provider's

content, wherein each record includes at least one data field identified by a portal tag, the data field containing at least a portion of content from a content field identified by a provider tag corresponding to the portal tag, the provider tag corresponding to the portal tag being identified using key information;

computer readable program code means for causing the computer to receive a search request from a user to search the index, wherein the search request includes at least one search term associated with at least one portal tag; and

computer readable program code means for causing the computer to compare the search terms having associated portal tags with the portion of content stored in the data field identified by the same portal tag.

45. An article of manufacture comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to register a content provider, comprising receiving key information and an address to content, the content being tagged with at least one provider tag to identify each of at least one content field, the content being stored on a content server and the key information being a cross-reference of each provider tag corresponding to each portal tag;

computer readable program code means for causing the computer to provide a user search interface permitting a user to enter a search request for content, wherein the user search interface permits a user to associate a portal tag with each search term whereby restricting the search to at least one of the content fields;

computer readable program code means for causing the computer to receive the search request from a user;

computer readable program code means for causing the computer to search the content based on the search request;

computer readable program code means for causing the computer to identify content complying with the user's search request; and

computer readable program code means for causing the computer to

transmit the identified content to the user.

46. An article of manufacture comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to create content wherein the content is tagged with at least one provider tag to identify each of at least one content field;

computer readable program code means for causing the computer to store the content on a content server; and

computer readable program code means for causing the computer to register the content with a portal server, comprising providing an address for the content and providing key information relating a provider tag to a corresponding portal tag in a portal tagging standard.

47. A programmed computer for decentralized e-commerce, comprising:

a memory for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code to receive a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;

code to identify the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and

code to compare the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.